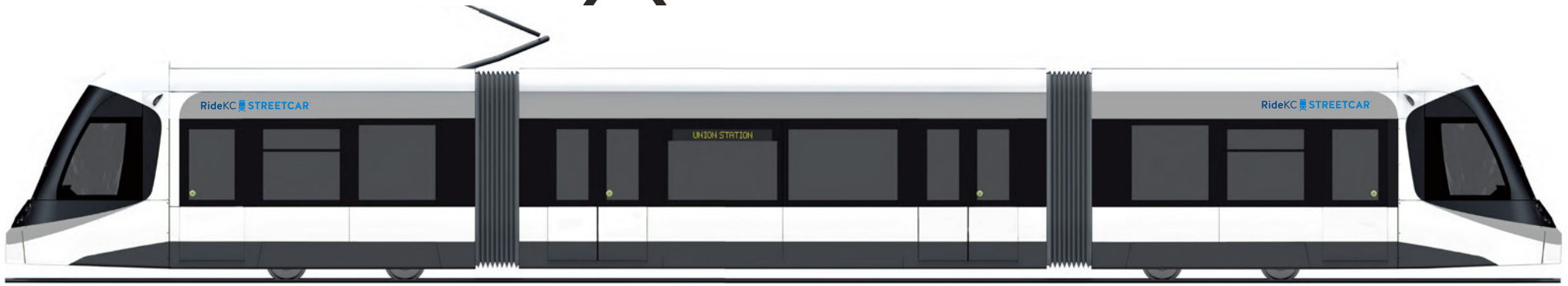
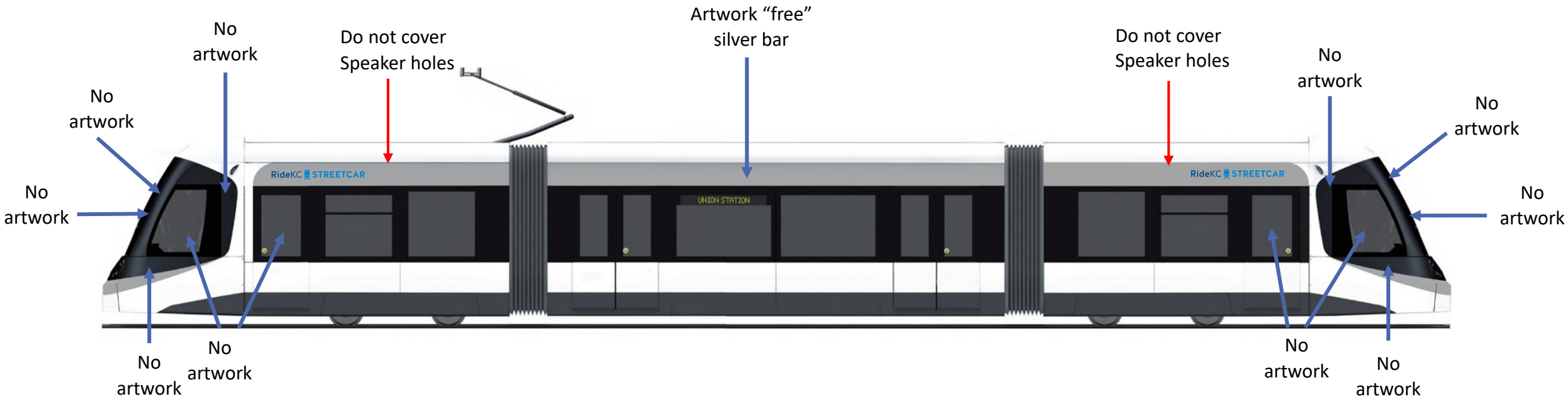
RideKC STREETCAR™

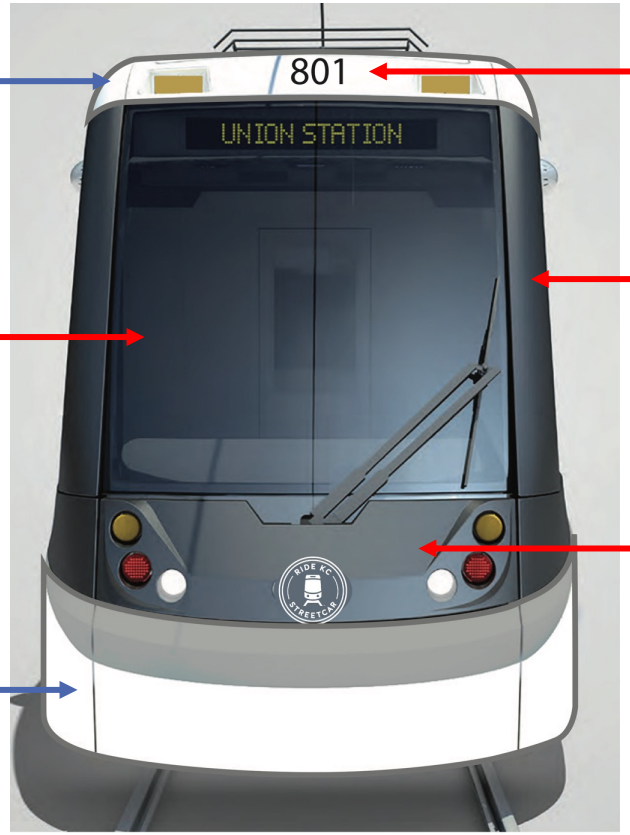


KC Streetcar Wrap Guidelines

Side view of the KC Streetcar



Front/End of the KC Streetcar (cab)



Available space for artwork

Incorporate vehicle number into the design

No artwork

No artwork

No artwork

Available space for artwork

1/8 scale

The Streetcar is not a billboard

Design Tips

- Do not design for a billboard. Design for the space and the streetcar vehicle.
- The KC Streetcar is 77 feet long, 12 feet tall and 8 feet wide, and moves, sometimes 25-30 miles an hour.
- Design around the four speakers and speaker holes on the upper portion of the streetcar (do not cover the speaker holes with vinyl).
- Be mindful of corners, doors, natural breaks when designing your wrap as these will interrupt and affect your imagery.
- If using photos of people, do not cut off faces in your artwork. Be intentional in your art placement.
- Do not impede on the top silver brand bar (that is reserved for the KC Streetcar brand).
- The streetcar cab side black areas must remain clear of artwork and vinyl (cabs are the ends of the streetcar where the operator sits).

Design Tips

- Visibility is a key component to the streetcar experience for aesthetics and safety reasons.
- Goal of 30% of streetcar vehicle glass/windows on either side should be vinyl free
- Operator windshield and side windows must remain clear of artwork and vinyl.
- All 4 Front door windows near operator cab needs must remain clear of artwork and vinyl.
- Don't Forget The Front! Remember to design for the front and back (both sides and both cabs) of the streetcar.
- Only the lower part of the cab nose can be covered – do not wrap the black area where headlights rest.
- Design should incorporate streetcar number in its design (i.e. 801, 802). The KC Streetcar Authority will coordinate on which streetcar will be wrapped.
- Limit the amount of text in the design

Material

- KC Streetcar Wraps are printed using a 3M vinyl material appropriate for outdoor vehicles
- Vinyl placed on the windows and glass is perforated so that passengers can view outside when riding the streetcar.

Schedule + Process

- Designing for a Streetcar is a 3–4-month process from start to installation.
- All artwork must be approved by the KC Streetcar Authority prior to printing and installation.
- Once artwork is approved by KCSA, the client will provide complete and final art files to KCSA.
- KCSA will send the complete art files to the printer.
- KCSA will manage the printing and installation process with the printer
- Printing takes at least two- three weeks to complete.
- Installation takes at least two days to complete.
- Installation takes place Mondays –Thursdays (no weekends) and at the Singleton Yard Maintenance Facility.

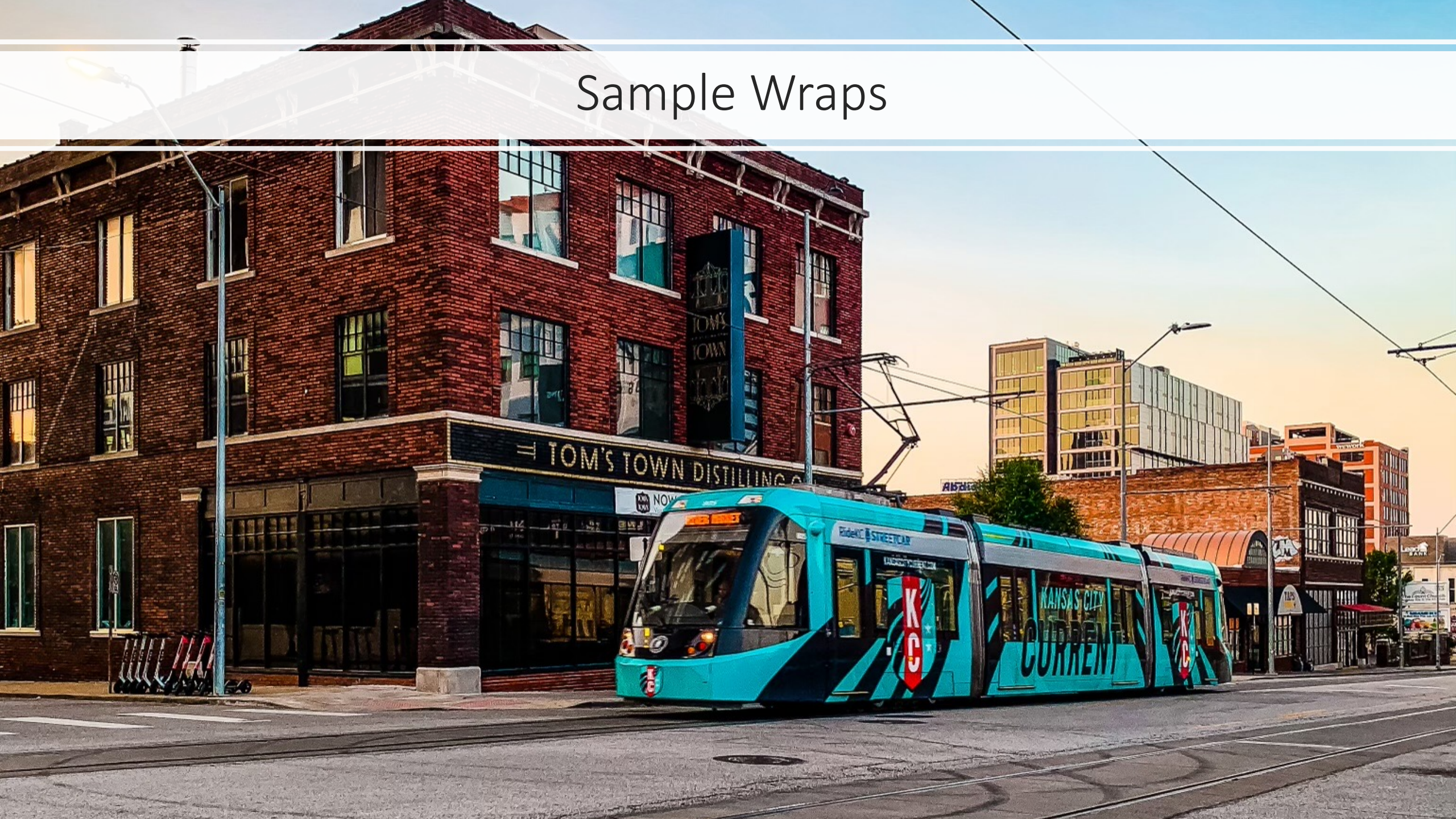
Sample Wraps

Sample Wraps

Sample Wraps

Sample Wraps

Sample Wraps



Sample Wraps

Sample Wraps

Sample Wraps

Production + Installation Costs

2023 costs

Full Wrap #1 (Boulevardia Example) $13,900

- Full wrap of Streetcar including 100% coverage of perforated vinyl on side windows.
- Width: 1950 Inches. Height: 120 Inches
- Install: 19 Hours

Full Wrap #2 (World Cup + KC Current Example) $12,700

- Full wrap of Streetcar including 60% coverage of perforated vinyl on side windows.
- Removal included. Artwork and set up additional.
- Width: 1900 Inches. Height: 120 Inches
- Install: 18 Hours

Design Costs for standard art import + set up for full wrap:

- 4 Hours at $110 per hour
- Total $440

//// FULL WRAPS

Boulevardia

World Cup

KC Current

Production + Installation Costs //// 3/4 WRAPS

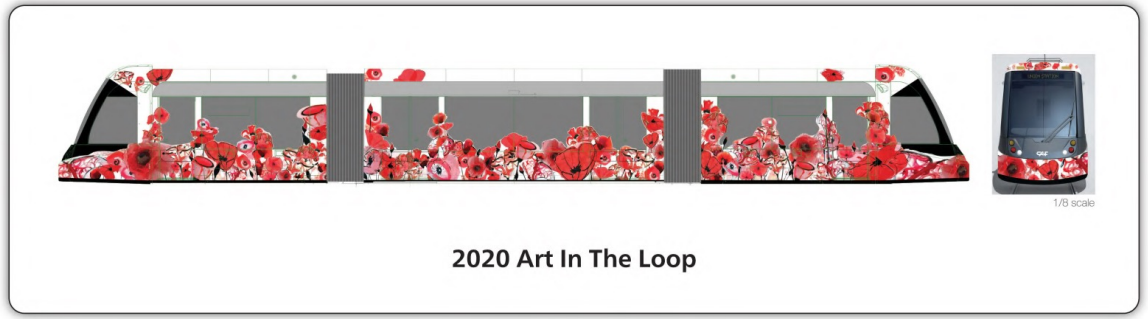
2023 costs

3/4 Wrap $11,000

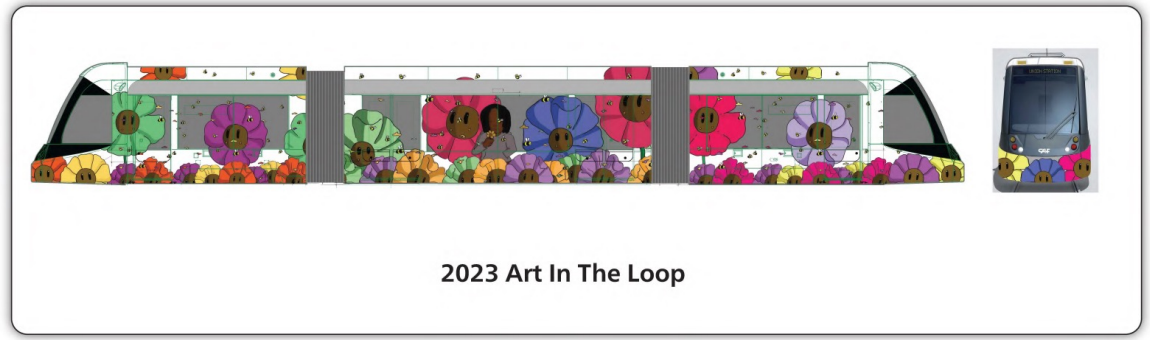
- 3/4 wrap of the Streetcar including 50% coverage of perforated vinyl on side windows.
- Width: 1900 Inches. Height: 100 Inches
- Install: 16 Hours

Design Costs for standard art import + set up for 3/4 wrap:

- 3 Hours at $110 per hour
- Total $330



2020 Art In The Loop



2023 Art In The Loop

Production + Installation Costs

2023 costs

//// 1/2 WRAPS

Half Wrap (Holiday Streetcar Examples) $4,800

- Half wrap of Streetcar including 40% coverage of perforated vinyl on side windows.
- Width: 1440 Inches. Height: 48 Inches
- Install: 9 Hours

Design Costs for standard art import + set up for 1/2 wrap:

- 1.5 Hours at $110 per hour
- Total $165

2023 Christmas Wrap

2021 Christmas Wrap

Production + Installation Costs

2023 costs

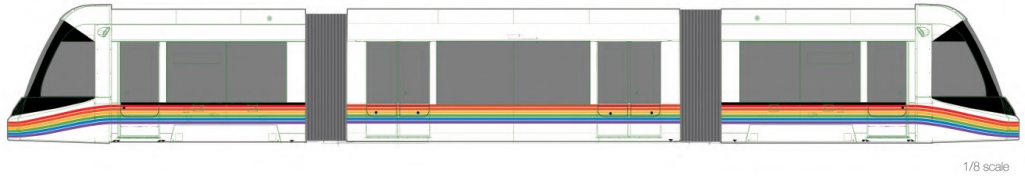
//// 1/4 WRAPS

1/4 Wrap (PrideKC & Holiday Streetcar Examples) $2,750

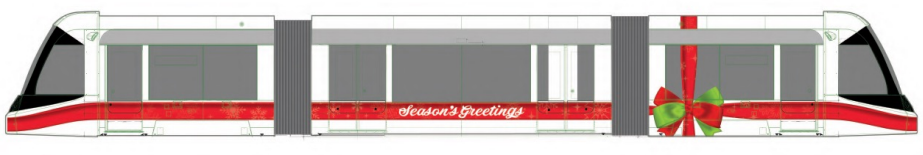
- Quarter wrap of Streetcar with no perforated vinyl on side windows
- Width: 1940 Inches. Height: 18 Inches
- Install: 7 Hours

Design Costs for standard art import + set up for 1/4 wrap:

- 1.5 Hours at $110 per hour
- Total $165



KC Pride Wrap



2020 Christmas Wrap

Streetcar Seat Production Costs

2023 costs

- Wrap seats (Priced per seat): $85
- Width: 24 Inches
- Height: 48 Inches
- Install: 0.5 Hour

Interior Streetcar Signage Production Costs

2023 costs

- 8” x 10” decal on glass dividers: $17.75
- 7” x 31” decal on back of arrival sign: $43.00
- 8” x 50” decal on bulkhead: $69.00
- 5” x 96” streetcar pole: $65.00